

What is claimed is:

1. A beverage precursor comprising:
 - a) an infusible or water soluble material selected from the group consisting of tea leaf, ground coffee, coffee or tea particulates, cocoa, herbs and a mixture thereof; and
 - b) aroma compound

wherein the infusible or water soluble material is present at a level that is from about 0.5 to about 25.0% by weight less than the conventional amount used for about a six to about eight ounce serving and the aroma compound is an additive and not supplied with the infusible or water soluble material.

2. The beverage precursor according to claim 1 wherein the infusible or water soluble material is present at a level that is from about 5.0 to about 20.0% by weight less than a conventional amount used for about a six to about eight ounce serving.
3. The beverage precursor according to claim 1 wherein the infusible or water soluble material is present at a level that is from about 8.0 to about 15.0% by weight less than a conventional amount used for about a six to a eight ounce serving.
4. The beverage precursor according to claim 1 wherein infusible material is present and the infusible material is tea leaf.
5. The beverage precursor according to claim 4 wherein the tea leaf is decaffeinated tea leaf.

6. The beverage precursor according to claim 5 wherein the aroma compound is recovered from tea leaves, tea leaf before the tea leaf is decaffeinated, natural aroma compound or artificial aroma compound.
7. The beverage precursor according to claim 4 wherein the aroma compound is natural aroma compound or artificial aroma compound.
8. The beverage precursor according to claim 6 wherein the beverage precursor is packed in a tea bag.
9. The beverage precursor according to claim 7 wherein the beverage precursor is packed in a tea bag.
10. A beverage composition, the beverage composition made by contacting an aqueous solution and a beverage precursor comprising:
 - a) an infusible or water soluble material selected from the group consisting of tea leaf, ground coffee, coffee or tea particulates, cocoa, herbs and a mixture thereof; and
 - b) aroma compoundwherein the infusible or water soluble material is present at a level that is from about 0.5 to about 25.0% by weight less than the conventional amount used for about a six to about eight ounce serving and the aroma compound is an additive and not supplied with the infusible or water soluble material.
11. The beverage composition according to claim 10 wherein the infusible or water soluble material is present at a level that is from about 5.0 to about 20.0% by weight less than a conventional amount used for about a six to about eight ounce serving.

12. The beverage composition according to claim 10 wherein the infusible or water soluble material is present at a level that is from about 8.0 to about 15.0% by weight less than a conventional amount used for about a six to a eight ounce serving.
13. The beverage composition according to claim 10 wherein infusible material is present and the infusible material is tea leaf.
14. The beverage composition according to claim 13 wherein the tea leaf is decaffeinated tea leaf.
15. The beverage composition according to claim 14 wherein the aroma compound is recovered from tea leaves, tea leaf before the tea leaf is decaffeinated, natural aroma compound or artificial aroma compound.
16. The beverage composition according to claim 13 wherein the aroma compound is natural aroma compound or artificial aroma compound.
17. The beverage composition according to claim 15 wherein the beverage precursor is packed in a tea bag.
18. The beverage composition according to claim 16 wherein the beverage precursor is packed in a tea bag.
19. A method for making a beverage comprising, in no particular order, the steps of:
 - (i) obtaining an aqueous solution; and
 - (ii) contacting the aqueous solution with a beverage precursor comprising:
 - a) an infusible or water soluble material selected from the group consisting of tea leaf, ground coffee, coffee or tea particulates, cocoa, herbs and a mixture thereof; and
 - b) aroma compound

wherein the infusible or water soluble material is present at a level that is from about 0.5 to about 25.0% by weight less than the conventional amount used for about a six to about eight ounce serving and the aroma compound is an additive and not supplied with the infusible or water soluble material.

20. The method for making a beverage according to claim 19 wherein the aqueous solution is water that is greater than about 60°C or less than about 15°C.